



ATTENTION EDITOR

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SchmartBOARD Signs Australian Distributor

Ash Electronics to Support Australia and New Zealand

Fremont, CA (April 17 2004)-SchmartBOARD, a company who manufacturers a new type of tool to help engineers, students, and hobbyists fabricate electronic circuits, has signed Australian distributor Ash Electronics Pty. Ltd.

Schmartboard has just begun to add international distributors. According to Neal Greenberg, SchmartBOARD's VP Sales and Marketing, "Schmartboard is targeted towards hobbyists and students as well as engineers. The product is a major advancement for teaching and prototyping surface mount components. We were very excited to find Ash Electronics. We look for a distributor large and established enough to support our customers, but small enough to assure personalized service. We feel that we have found that in Ash Electronics."

According to Allan Houghton, Ash Electronics Director, "I see a great potential for the SchmartBOARD products in the Australian market. Australia has a core of engineers designing new products; the products can save considerable time and costs involved with this process. We also have excellent teaching establishments, which can also make use of this technology. Not forgetting the famous Australian back shed inventor, who can also enjoy the benefits of this technology due to its low unit cost."

The Schmartboard solution allows one to in a matter of hours to put together a board and instantly make modifications as one needs to. With Schmartboard one does not have to order a custom PCB initially or deal with wire-wrap boards. Schmartboards are pre-traced printed circuit boards that are connectable like building blocks. We call this patented product, "Electronic Circuit Building Blocks". They allow one to build electronic circuits on a SchmartBoard block by block, and then connect the blocks together to form a functional board. Because the boards are pre-traced, the need for wire jumpers is minimized, as opposed to breadboards or wire-wrap boards.

About SchmartBOARD(www.schmartboard.com)

SchmartBOARD™ is committed to helping engineers, students and hobbyists develop electronic circuits faster, easier, and less expensively than previously possible. Schmartboard's patent pending *Electronic Circuit Building Blocks* makes this possible. More information about Schmartboard can be found at www.schmartboard.com

About Ash Electronics Pty. Ltd.(www.ash.com.au)

Ash Electronics Pty. Ltd. Commenced business in July 1993 and has built a reputation as a reliable supplier of electronic components. We continuously seek new products of high quality and offering unique features, which will enhance our customers business. _